At the Panama-Pacific, Where Motorists' Attention Is Turning

Motor Vehicle Legislation Runs Up Printing Bills

Annual Crop of Measures Is Coming Up in About the Usual Fulness and Strength, but Value Is Rather Doubtful.

TWO THAT SAY JUST THE SAME THINGS

sample of the way the money months from December 1 to May 10

State is cared for by parcel post at a perfectively in the management of the hg ways during the past few years, which criticisms are familiar to all citivers of the State.

"The Highway Department was designed to supervise the construction of a vast system of roads, planned to exceed on the past few of a supervise of a supervise of constitution of a vast system of roads, planned to exceed on the past few of a supervise of a supervise of constitution of a supervise of constitution of a supervise of state of the state.

The Highway Department was designed to supervise the construction of a vast system of roads, planned to exceed the supervise of a supervise of the proposing to license all operators of automobiles. By the way, they provide that any operator is of automobiles. By the way, they provide that any operator must wear a badge (like the chauffeurs do now). This legislation is an old timer, but has some points of merit. There is another old timer who comes to the front in Assemblyman Periman's of state are already unday 20. This proposes that no automobile shall be operated unless to owner sof the State are already unday so the state of the state of endorse in the state of the colt-Stratton Company have been visitors at the show because this is the owner for injury caused to person or property by such vehicle."

There are two bills on motocycles and and an handrul of others in the latest batch. Few of them are needed.

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MAXWELL PLANS RACE

for 1915 Season-Other Contest Notes.

the enterprise, the Maxwell

orld's most famous drivers and the coming season will likely see some of

these pilots at the wheels of the Max-

ouis Chevrolet has been entered in

ext Indianapolis 500-mile race at wheel of a 1.000-pound Cornelian

which is now building at Allegan, It is a four-cylinder with a bore

stroke of 25 x4 inches, respec-

fively, and a total piston displacement of only 103 cubic inches. Its speed is placed at 100 m. p. h., with fuel and oil carrying capacity sufficient for 500

miles, so that no stops are expected to

Chevrolet has not raced since 1910.

The following dates have been tenta-

Vanderbilt Cup Race**
Road Race—Venice, Cal
Road Race—Venice, Cal
Road Race—Oklahoma City...
Son Mile Race—Indianspoils.
200 Mile Race—Gaissburg, III.
200 Mile Race—Gaissburg, III.
200 Mile Race—Gaissburg, III.
200 Mile Race—Gaissburg, III.
200 Mile Race—Stoux City.
300 Mile Race—Stoux City.
300 Mile Race—Stoux City.
300 Mile Race—Stoux City.
300 Mile Track Race—Burlington, Ia
Road Race—Derver, Col
Track—Janesville, Wis
Eigin Hoad Races.

Track Janesville, Wis

2 30-2 Eigin Road Races

5 Specificacy Providence, R. I.

100 Mile Track Race Kalamazoo...

** Postponed from February 22d.

coming season:

A fair sample of the way the money of the people of this State is wasted in useless printing is given by the latest batch of bills on the motor vehicle coming down from Albany. The measure introduced by Senator Christman and Assemblyman Pratt to transfer to the State Commission of Highways the powers and duties of the Secretary of Stare relating to motor vehicles covers twenty-two printed pages, quoting the entire motor vehicle law and making the minor changes called for.

Aside from the questionable plan of graing added duties to a commission which barely handles its present work, there is an added lack of merit in the proposition to take the automobile bureau away from a department which after years of development has affairs running smoothly and well. The bill might better have been left unprinted. It would cost less.

Secretary of State Hugo made a point in speaking of this bill when he said: 'The Highway Department in the construction and maintenance of the roads of the State has undertaken a task quite sufficient in itself for it to handle for some time to come, as evidenced by the widespread criticisms of (waste and bighways during the past few years, which criticisms are familiar to all citi-

INTEREST IN COLE EIGHT. First Week of Exhibit of New Model Attracts Attention.

TEAM OF SEVEN CARS the new Cole eight cylinder car at the show rooms of the Colt-Stratton Company, Eastern distributors for the Cole, has been an unqualified success in the opinion of William L. Colt, president of the Colt-Stratton Company. Not only has there been a lively retail sales integer in the colt of the Colt-Stratton Company. Not only has there been a lively retail sales integer in the car, but dealers from Ray Harroun Building Them has been an unqualified success in the opinion of William L. Colt, president of the Colt-Stratton Company. Not only has there been a lively retail sales interest in the car, but dealers from load order for Model 42 touring cars.

Requisitioned by N. Y. Distributer. One tendency more than another in automobile buying, that one thing, I believe, will be greater discrimination than the car, but dealers from load order for Model 42 touring cars.



Looking Along the Avenue of Paims, showing the Tower of Jewels and the four Italian towers, with the Hupmobile, the official

Points That Make For

Car Selling.

Hugh Chalmers Outlines Four

Studebaker the Car of Sulu's Sultan

The persons in this Studebaker 1915 Six, beginning at the front seat with the driver, are F. R.

Larsen of New York city, calls for im-

reason why some cars are better than others is because they do not roll up big repair bills.

lower priced cars than they did before. First cost is only one phase of the question, and wise motor car buyers,

when hesitating between two cars of almost equal price will buy the more expensive machine of the two, provid-

ng that car can show better perform

To the argument advanced in favor

add that in an entire season the entire saving of one "light six." for instance over another in gasolene is less than \$25. Economy in oil consumption is a

still less important item, for the great-est possible saving in oil expense is a negligible factor. Repair economy is the economy that

counts. One repair bill may wipe out all the saving of a year in gasolene and oil. That is why motor car buyers to-day are easting their verdict in favor of cars that keep repair expense at a

minimum. There are four things that people these days look for when seek-ing motor cur economy which is real

motor car economy.

So when I predict that this year will be remembered as a year of economy in the automobile industry, I do not mean to imply that people will buy

mediate shipment of not less than 129 on the basis of the economy they will secure and when loaded the cars will occurs and when loaded the cars will occurs and when loaded the cars will occur in the long run—which, after all, is the logical way.

Assin. will be forty-two carloads of Model 42. The difference of a few dollars in first cost between one car and another is no longer the determining factor.

Pendleton, Studebaker representative in Malina, P. I.; Gulum El Rapoul, interpreter, secretary to Gov.

Carpenter; Abdullah Bin Hawan, private secretary to the Sultan; Schelk Selim, the Sultan of Sula,

Radji Gumal El Koran; Prime Minister, Hadji Buta Abdul Bakey.

second place, the really economical car must be built of high quality materials.

The best car in the world will not hold

DINC INTO MILLIA THING THAT COUNTS up unless superior. up unless the materials in it are also

superior.

My third point suggests the question of weight. I can dismiss the too heavy car merely by stating that people are not buying such cars any more. On the other hand, however, they should not run the risk of buying a too light car. In my opinion a too light car is a worse purchase than one that is is too heavy. Surely, it wears out more quickly. Right weight, then, is the answer.

TIME FUEL TEST OF MITCHELL.

bastian scaled the tank and started the car. The Los Angeles agent offered \$100 as a prize to apply on the purchase price of a car for the closest guess to the actual time that the car would tun on the fifteen gallons of gas.

There were several hundred guesses turned in. The winner guessed within thirty seconds of the time the carried with large daily shimments. In order to create room for the new factory additions made necessary by this rapidly increasing volume of business, turned in the time the control of thirty seconds of the time the engine ran.

The Mitchell ran for thirty hours and one minute. The winner guessed that the car would run for thirty hours one minute and thirty seconds.

During the thirty hours and one minute that the eagine ran it made \$20,100 to the control of the world.

Several hundred men are working their thirty hours and the ground has been filled in, drained and tevelled, construction work will be started on two large buildings, one of which will rank with the largest factory structures in the world. nte that the engine ran it made \$20.100 revolutions, or the equivalent of \$49.50 daily on the reclamation project which miles, averaging 23 3-10 miles to the gailon of gas. During the run the temporary of the motormeter ranged from through the Overland property, and the 90 to 108 degrees.

RUNS INTO MILLIONS

Recent Weeks the Greatest Company Has Thus Far Experienced.

These, then, are the things that motor car buyers seek because in these things are embodied true motor car economy year. By that I mean that it will be known as the year of the perfected up to the week even larger, totaling newer and saner way of judging economy.

Overland Company of Toledo, Ohio.

The week ended February 6 was the largest the car.

Antomobile dealers declare this latest nove on the part of the tire in dustry will be a big boom for their dus 13 both the number of shipments made that already he could notice during the week and the unfilled orders influence of the reduction on those on hand were greater than at the end came into his store to inspect the

Built-in mileage is far better than patched-up adjustments —

When you buy Diamond Tires you buy tires that are built to give you? Speedway Ass n.
Auto, Ass n.
Auto, Ass n.
Auto, Ass n.
Larson has been handling Oldsmootor Speedway.
Fair Ass n.
Larson has been handling Oldsmobiles on Broadway, New York, for more
than twelve years and is enjoying an
increase in sules of more than 500 per
dias.

Mill be forty-two carloads of single is no longer the determining factor.
Neither is the difference of a few dollars one way or the other in the cost
of the year. Even the slight saving
which one car may show over another
in the item of tire expense no longer
clinches the decision of a motor car the maximum tire service - tires that give / you freedom from trouble and relieve you of the necessity of having adjustments made. This is what a dealer who sold many thousands of Diamond Tires last year has to say about the service they gave the buyers:/ It is the saving possible in repair expense that is the big, important saving. One way in which good design and good building evidence themselves is by cutting down repair expense. One

"Cleveland, Dec. 15, 1914. "The performance of Diamond Tires during the past year has been eminently estisfactory. The claims for adjustment were almost a negligible quantity. On the other hand, we have had a great many voluntary reports as to the excellent service our customers have had from Dismond Tires. We feel that a perfect balance has been worked out in the scientific construction of there Tires. The net result is that there appears to be the proper relation between the inside carcass and the outside rubber, so that there is no excess of either. The tire seems to wear out naturally and only after having given a very large mileage THE FOREST CITY RUBBER CO.

"W. E. Crofut, Presid Similar reports of Diamond service have been received from dealers all over the country. Added to the wonderful Diamond service you can now buy Diamond Squeegee Tread Tires at the following

"FAIR-LIST" PRICES: Diamond Squeegee Squeegee 34 × 4 36 × 4% 37 × 5 \$ 9.45 \$20 35 PAY NO MORE

Diamond Squeegee Tires

UNTRIED CARS SHOULD BE AVOIDED—CHAPIN Drive to Coast

Two Women to

[]NDOUBTEDLY the first transcontinental trip to be

made by a woman at the wheel

of an automobile accompanied only by a woman "mechanic" is

planned by Miss Genevive

Marshe, formerly of Brooklyn, but now a resident of San Fran-

cisco. Miss Marshe, who at pres-

ent is in the East, intends to

start on her long trip on March 2,

driving either a National or a Jeffery touring car, and hopes to

carry a letter of felicitations

from Borough President Pounds to the Mayor of San Francisco,

Gov. Johnson of California and other officials.

She will make her start from in front of the Twenty-third Regiment Armory directly after the opening of the Brooklyn Automobile show on the afternoon of Tuesday, March 2. The tour is to be made purely for sport, and at Miss Marshe's own expense. She is not engaged in any business enterprise and her car will earry no advertising matter of any description, although several offers from automobile accessory manu-

DIAMOND FAIR PRICE PLAN.

Indiscriminate Price Cutting.

Appearance Ought Not to Be Weighed Against Records of Known Performance.

By ROY D. CHAPIN,

President Hudson Motor Car Co. tached to the maker of the car and to the record of the car than to merely superficial or novel attributes, I believe. A handsome lawyer with a One ing physician who fived in a stately house, would have little weight with us as against professional men of tried and tested experience, who had gives excellent satisfaction to many of our

facturers have been made to her.

of what was formerly the river bed are now being filled in, adding three and procedured one-half acres of land available for building purposes. The earth used for filling is taken from the side of a hill which is being cut away in order to allow the erection of the new buildings. or miles of every conditions offered cars whose chief appeal is newness or sevelty. It is manifest that to the average

N. E. Oliver, control manager for Diamond Tires in this territory, announces Diamord Tires will be sold in accordance with the "Fair List" price plan. This is in furtherance of the 57th Street Corner Seen.

plan. This is in furtherance of the effort to establish a fair basis upon which the sales may be established—a hasis that will be fair to producer, dealer and consumer alike.

It is not a price cutting war involving manufacturers, either. Rather it is said to be an effort on the part of the tire men to protect the consumer from concerns which slash prices indiscriminately so that the buyer is puzzled to know whether he is getting the best or the worst of it. By the tire manufacturers taking the bull by the horns, as it were, and making substantial restricted. being arranged for the Owen magnetic car, which is made and sold by R. M. as it were, and making substantial reductions in the retail list it is thought that the interests of the owner will be

Gurs.
Guod dealers everywhere are cooperating to handle Diamond Tires on a which "Fair List" basis.

Better Grade Cars at Medium Grade **Prices**

If you are considering buying a new car of medium or even better grade, vou should see our exchanged Six Cylinder Locomobiles. They give you the quality, safety, style, and prestige without paying the new car price. These cars carry new car guarantees.

The Locomobile Company of America

61st Street, next to Broadway Exchange Car Dept.

START A "JITNEY" LINE IN YOUR TOWN WHY WORK FOR \$25 A WEEK

THEY ARE ALL MAKING BIG MONEY

EASY PAYMENTS ARRANGED would make executent Titney Packard 800; Chalmers, \$25 up; \$ \$250 to \$800; Fords, Rees and ds, \$150 to \$800; Fords, Rees and ds, \$150 to \$800; Regal, new 5 and 7 er; \$500 doubt Lozier Limousine, 000; pulse 5500; HUNDIGED OTHER BARGAINS, SORIES, BODIES, WINDSHIELDS

TIME**S SQ**UARE AUTO CO.

Tires Tubes, Greatest Saving Cartoads of Best Fresh Stock Can Save You 17 Big Money Jandorf Automobile Co. 1764 Broadway Corner 57th St. Ground Place.

A-1914 OVERLAND \$450.

Beautiful foredoor, five passenger touring Beautiful foredoor, five passenger touring car, equipped with self-starter, speedometer, clock, Klaxon horn, demountable rims, jop, curtains, windshield, extra shoes, tutes, tools, &c; only used one season privately; cannot be detinguished from new; steat sacrifics. OWNER'S PRIVATE STA BLE, 148 East 39th at., near Lexington ave

BODY FOR PACKARD LIMOUSINE Starting, Lighting, Detachable Wire Wiesel OR SALE, EVANS, CARE OF BLOOM-HIGH Grade Mechanical, Electrical Repairs MGDALES, 4972 ST. & GRD AVE.

Modernize your car! Equip it will be a starting to the starting of the starting of

Baker Clecteres

· Comment of the Street of the

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Rebuilt Electric

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Rauch & Lang Carriago Co.
17 Central Park Wood

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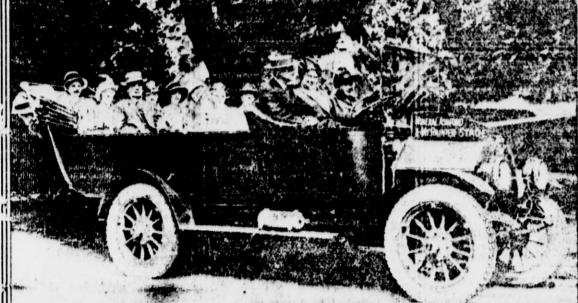
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Ht DSD AUTO LAMP WORKS INC.
1048 Bedford Ave. Biblish Fel. 1227 Decades

AUTOMOBILISTS GAIN

SPECIAL CLASSES FOR LADIES. Stewart Auto School At Broadway



lobby Iread tires for its heavy daily work.

Big Stageloads Run on Nobby Treads

his stage, which runs in the neighborhood of Mount Ranter, in the Far West, is equipped with

In the first place, the car that is the most economical in the long run must possess right construction. It must be well built. The workmanship in it well built. The workmanship in it must evidence painstaking care; it must be absolutely accurate.